

DTS2026 CONFERENCE

4th Edition

Where: University of Naples Parthenope, Italy

When: 20-23 May 2026

WWW: www.dtsconference.org

Co-Chairs: Francesco Schiavone &
Nessrine Omrani



DTS2026 INTERNATIONAL CONFERENCE

20 to 23 May, 2026

University of Naples Parthenope (Italy)

Call For Papers - V.2

ORGANISING INSTITUTIONS



DISAQ - Department of Management and Quantitative Studies

University of Naples Parthenope, Italy

<https://www.disaq.uniparthenope.it>



IDTSE – Management Department

Paris School of Business, France

<https://www.psbedu.paris/fr>

KEYNOTE SPEAKER

Christopher L. Tucci, Imperial College London, UK

CONFERENCE CO-CHAIRS

Francesco Schiavone, University of Naples Parthenope

Nessrine Omrani, Paris School of Business

“MEET THE EDITOR” SESSION

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Research Policy



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Journal of Management Studies



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Beatrice D'Ippolito, Associate Editor, Journal of Management Studies

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PRACTITIONERS ROUNDTABLE

Top managers and policy-makers, experts in digital transformation and AI

CONFERENCE THEME

Digital Transformation? Handle with Care

Digital transformation (DT) refers to “a fundamental change process, enabled by the innovative use of digital technologies accompanied by the strategic leverage of key resources and capabilities, aiming to radically improve an entity and redefine its value proposition for its stakeholders” (Gong and Riebere, p. 12, 2021). An entity could refer to various subjects, such as an organisation, a business network, an industry, or society.

This phenomenon is generating unprecedented disruptions in society, industry, and organisations, stimulated by a variety of digital technologies, including artificial intelligence (AI), the metaverse, big data analytics, cloud computing, and the Internet of Things (IoT). The use of digital technologies is considered a great enabler of various strategic approaches, such as digital servitization, that support value co-creation and product personalisation in many industrial sectors and service industries.

A growing number of articles in informative press and technical reports show that DT and its technologies form a complex phenomenon which, of course, can generate positive outcomes but also negative effects for its end-users. Thus, despite the great potential of DT, it is a double-edged sword, implying risks and ethical challenges. Indeed, digital technologies’ criticality includes: the spread of biases, privacy abuses, job losses, lower human faculties engagement and a significant environmental impact.

As an instance, [Forbes](#) outlined several technological, organisational, ethical, social, and practical challenges and other risks that companies adopting AI systems to make decisions may experience. Additionally, a recent [MIT study](#) about large language models and cognitive decline found that frequent users of ChatGPT over a few months have lower brain engagement and consistently underperform at neural, linguistic, and behavioural levels.

These and other evidence that emerged over the last few years show digital transformation is something that people, companies, and governments need to handle with care. Although this statement might be quite clear to managers and practitioners, academic researchers still have to build a substantial body of knowledge about what we could call “the dark side of digital transformation”.

Starting from this assumption, the main goal of the DTS2026 conference is to highlight and identify a variety of key instructions, models, and guidelines for individuals, organisations, and societies in the effective adoption and implementation of digital transformation technologies.

For DTS2026, we encourage the submission of conceptual and empirical papers using a diverse range of methods (either quantitative or qualitative) and taking into account this so-far underexplored perspective. Research papers bridging the gap between theoretical conceptions and practical insights are highly welcome. As such, this conference calls for, but is not limited to, contributions in the following areas of interest:

- The “Dark Side” of digital transformation and AI.
- AI-driven transformation in communities, firms, and societies.
- The influence of digital transformation on inter-organisational relationships.
- Digital servitization and value co-creation.
- Smart mobility and logistics.
- Opportunities and risks of digital transformation in finance.
- Digital transformation, sustainability, ESG, and circular economy.
- Digital transformation in SMEs and family firms.
- Ethics and Responsible AI.
- Digital transformation across industries (e.g., healthcare, agrifood, tourism...).
- Genders and cross-cultural cultures and biases in digital transformation.
- Organisational and industrial response to cyber-criminality.
- Digital transformation for marketing, consumer behaviour, social media, and branding.
- Accounting perspectives in the digital area.

The conference is promoted by DISAQ at the University of Naples Parthenope and the Paris School of Business. The conference is also supported by the DISAQ “Progetto di Eccellenza 2023-2028”.

PUBLICATION OPPORTUNITIES

The conference scientific committee will select the best high-quality full papers presented at DTS2026 and provide reliable and in-depth feedback on the manuscripts’ potential for formal submission to the journals presented at the conference.

In addition, the Conference organisers will encourage authors of high-quality and relevant full papers presented at DTS2026 to submit their manuscripts to the call for papers “Artificial Intelligence and Bias: Questions, Challenges and Opportunities for Entrepreneurship” from the “International Journal of Entrepreneurial Behavior Reserarch” (Emerald). All submissions will undergo IJEER’s independent peer review process, in line with the journal’s policy. Authors will be asked to report a footnote that their paper was presented at DTS2026.

As with all submissions, manuscripts will undergo the independent peer-review processes of each journal in accordance with their own specific editorial policies. Participation in the conference does not guarantee the paper's publication in these journals.

Other journal publication opportunities will be communicated soon.

All the DTS2026 participants can publish their full papers or long abstracts (between 1200 and 1600 words long) as conference proceedings in the Springer book “Advanced Perspectives and Trends in Digital Transformation of Firms, Networks, and Society – 4th International Conference of the Digital Transformation Society, Naples, Italy, May 20-23, 2026”

VENUE

The conference will take place at **Palazzo Pacanowski**, via Generale Parisi 13, 80132 – University of Naples Parthenope – Naples (Italy).



SUBMISSION PROCEDURE

Please submit your Full Paper or Extended Abstract to one of our 32 Tracks (see the next section) via the platform <http://dts2026.confnow.eu/> by February 10th, 2026.

THE DTS2026 TRACKS

1. General Track
2. Digital refusals: When not transforming can be the better strategy
3. Human-machine complementarity and workforce augmentation
4. Artificial Intelligence (AI) in the Circular Economy
5. Digital Transformation and Resilience in Entrepreneurial Ecosystems: Balancing Mental, Organizational, and Societal dimensions
6. Critical Success Factors of AI Adoption and Knowledge Transformation
7. Digital Transformation in Financial Intermediation: FinTech, AI, and Responsible Innovation
8. Digital transformation in educational settings
9. Digitalisation and value creation dynamics of social innovation and social entrepreneurship ecosystems

10. Agentic AI and Responsible Digital Transformation: Governance, Decision-Making, and Risk in the Algorithmic Society
11. Responsible AI in Marketing: Promise, Peril, and Public Impact
12. AI Startups: Survival and Competition
13. Academic Entrepreneurship in the Age of AI: Between Promise and Responsibility
14. From Empowerment to Exclusion: The Dark Side of AI in Organizational Practice
15. Strategic Leadership for Business Model Innovation in the Digital Age
16. Intelligent Knowledge for Sustainable Organizations
17. From Code to Care: The Diffusion and Adoption of AI in Healthcare
18. Organizing for Sustainable Digital Transformation
19. Reframing Corporate Governance in the Age of Digital Transformation
20. Twin Transformation: Digitalisation meets Sustainability
21. Organizational Thinking and Behavior in the Age of AI: Is Disorganization Management the New Normal?
22. Behind the Hype: Rethinking Digital Transformation and AI in the Postmodern Era
23. Agentic and Generative AI: Pathways to Sustainable Operational Efficiency
24. Digital Transformation and Sustainability Governance in Global Supply Chains
25. AI and Immersive Technologies: Bridging Digital and Physical Realms
26. The Dark Sides of AI-Driven Transformation: Risks, Governance, and R&D Resilience
27. Twin transition: theory, evidence, and practice for aligning digital transformation with environmental sustainability
28. The twin transition: exploring the interplay between digital Innovation and sustainability
29. Artificial Intelligence (AI) at the Crossroads: Age Discrimination and the Triple Impact – Organizational, Economic, and Political
30. Knowledge and sustainability management in the era of twin transition
31. Human–Machine Collaboration and Business Model Innovation in Data-Driven Ecosystems
32. Rethinking Marketing in the Era of Digital Transformation

The Full Description of the Tracks is reported at the end of the present call for papers.

IMPORTANT DATES

- ~~Tracks proposal: Between 15 and 31 October 2025~~
- Full Papers and Extended Abstract submissions: Between 10 December 2025 and 10 February 2026 via the platform dts2026.confnow.eu/.
- Notification of acceptance: No later than 10 March 2026.
- Conference registration: Starts on 1 February 2026, No later than 31 March, 2026 (Early bird), no later than April 20th, 2026 (Regular).
- JMS PDW for Third-Year Doctoral Students and Early Researchers: 20 May 2026 (Afternoon).
- Conference: 20, 21, 22, and 23 May, 2026.

REGISTRATION AND CONFERENCE FEES

Registration

More information will be available soon. Participants will register for the conference via the platform <http://dts2026.confnow.eu/>.

No invitation letters to conference participants will be delivered before the formal registration and payment.

Conference Fees

	Early bird	Regular
Faculty members/Practitioners	450 €	500 €
DISAQ/PSB Staff	330 €	380 €
PhD Student	250 €	300 €

Early bird registration: 1 February 2026 – 31 March 2026

Regular registration: 1 April 2026 - 20 April 2026

The participation fee includes:

- Participation in all the conference sessions
- Gala dinner (21 May)
- Coffee breaks & lunch (21 & 22 May).

CANCELLATION PROCEDURE

- The registration of participation is binding.
- Payments will be refunded if the organisers cancel the conference. Refunds are not possible in other cases.
- The participation fees are owed upon registration and are payable within 7 days following submission of the registration (but not later than 7 days before the starting day of the event).
- Participation is not guaranteed until full payment of the registration fee is received.
- The conference program may be subject to changes.
- Registration remains valid if the conference has to be postponed.

Note: DTS Conference Chairs are not responsible for any failure to perform its obligations if it is prevented or delayed in performing those obligations by an event of force majeure. Force Majeure events include natural disasters, and terrorist attacks.

All registrations must be pre-paid online, in Euros (€).

Full payment must be received in full before the Conference. If you register at the early registration rate, payment must be received in full by the Early registration deadline. If payment is not received at this time, your registration rate will automatically be changed to standard registration, and the regular fee will be due. On-site registrations are not allowed.

Information about the payment will be released soon.

PRIVACY

By registering and participating to DTS2026 you agree that the personal data you submit will be used to process your registration and, thus, enable your participation in the event and your receiving updates regarding the event. Your data will be stored and processed in compliance with the EU legal regulations. Your contact information may be added to our communication database, the purpose of which is to inform of future events of DTS.

You may opt out from being included in this communication database at any time by sending an email to dts2026@uniparthenope.it

AUDIOVISUAL

The congress venue and area will be used to photograph, record videos, and film footage. By your presence in this area, you acknowledge that you have been informed that you may be recorded as part of the release in any media now known or hereafter devised, in perpetuity, throughout the known universe and the advertising and publicity thereof by DTS and DISAQ.

Further, by your presence in this area, you grant your permission for your likeness and voice to be included therein without compensation, credit or other consideration. Thank you for your understanding and cooperation.

ACCOMMODATION LIST

A list of hotels with agreed-upon fares will be made available soon.

CONTACT EMAILS

For more detailed information, please contact the conference co-chairs at:

francesco.schiavone@uniparthenope.it

n.omrani@psbedu.paris

Conference official e-mail address: dts2026@uniparthenope.it

Looking forward to seeing you in Naples!!!

The DTS2026 Conference Co-Chairs

CONFERENCE SPONSORS AND PARTNERS





DTS2026 Conference

«Digital Transformation Society - International Conference»

Conference Tracks

Track 1 – General Track

Corresponding Manager: Francesco Schiavone (franz.schiavone@gmail.com)

Track Manager(s): Francesco Schiavone, Daniele Leone

Description

This track will consider all the papers not specifically submitted to the regular tracks of the conference.

Keywords

Digital Transformation

Key References

Vial, G. (2021). Understanding digital transformation: A review and a research agenda. *Managing digital transformation*, 13-66.

Kraus, S., Schiavone, F., Pluzhnikova, A., & Invernizzi, A. C. (2021). Digital transformation in healthcare: Analyzing the current state-of-research. *Journal of Business Research*, 123, 557-567.

Research Partnerships and Promotion Channels

Track sponsored by the VIMASS Research Lab, University of Naples Parthenope (Italy)

Track 2 – Digital refusals: When not transforming can be the better strategy

Corresponding Manager: Francesco Appio (f.appio@psbedu.paris)

Track Manager(s): Francesco Appio, Nessrine Omrani, Santiago Ruiz Navas, Luca Gastaldi

Description

Much of today's scholarship assumes more digital is better. This track invites work that takes a different view: treating slowing down, opting out, or simplifying as strategic choices. We ask when doing less—or doing it differently—can outperform large-scale digitization in terms of resilience, safety, cost, ethics, the environment, employee well-being, and customer trust. We welcome studies on when organizations should pause, reverse, or redesign initiatives; how they decide; and what capabilities make those decisions credible. We expect scholars to bring theory, evidence, and practical tools that show how restraint, rollback, or analog complements can create value—and where digitization has produced unintended harm.

Some suggested sub-themes:

Non-adoption and constructive under-digitalization

De-automation and rollback of algorithmic management

De-implementation as innovation

Digital self-exclusion

Low-tech/analogue complements as competitive moats

Eco-sufficiency and “small AI” strategies

Legal/ethical limits: right to refusal, data minimization, duty of care

Negative results and autopsies of harmful digitization

“Enough” KPIs (value, risk, carbon, morale)

Human-in-the-loop org design: roles, training, escalation

Technostress controls (quiet hours, focus blocks)

Reskilling for de-automation and craft retention

Innovation accounting for anti-transformation projects

Science fiction prototyping that yields non-digital design patterns

Keywords

non-adoption; de-automation; re-analogization; digital sobriety; refusing to digitize

Key References

Kellogg KC, Valentine M, Christin A (2020). Algorithms at work: The new contested terrain of control. *Academy of Management Annals* 14(1), 366–410.

Baumer EPS, Burrell J, Ames MG, Brubaker JR, Dourish P (2015). On the importance and implications of studying technology non-use. *Interactions* 22(2), 52–56.

Niven DJ, Mrklas KJ, Holodinsky JK et al. (2015). Towards understanding the de-adoption of

low-value clinical practices: a scoping review. BMC Medicine 13(255), 1-21.

Selwyn N (2003). Apart from technology: understanding people's non-use of information and communication technologies in everyday life. Technology in Society 25(1), 99-116.

Lapointe L, Rivard S (2005). A Multilevel Model of Resistance to Information Technology Implementation. MIS Quarterly 29 (3).

Track 3 – Human-machine complementarity and workforce augmentation

Corresponding Manager: Michela Iannotta (michela.iannotta@uniroma1.it)

Track Manager(s): Michela Iannotta, Ginevra Gravili, Eleonora Veglianti, Maria Menshikova, Mauro Gatti, Giuseppe Ceci

Description

Nowadays, when referring to the workforce, it is no longer just about employees but rather about a workforce ecosystem (WE), which includes both people and machines for workforce augmentation (i.e., fourth industrial revolution technologies). Complementarities between different elements of WEs are crucial for collective success or failure, in a way that WEs emerge as systems of collective intelligence, where people and machines together act more intelligently than any person or computer alone. However, controversial issues related to the risk of labor substitution, dehumanization, privacy violations, and algorithmic biases may undermine the promises of human-machine complementarity.

This track aims to critically explore the complexity of work dynamics in WEs, focusing on an in-depth understanding of how modern WEs are transforming society through their effects on individuals, organizations, and institutions. We invite scholars from different fields to expand knowledge on how human and artificial intelligence combine and interact to co-create value in WEs. The aim is to provide both theoretical insights and practical guidance to help HR managers, policymakers, and trade unions make better-informed decisions regarding the design of modern WEs, innovative human resource management (HRM) systems, and policies that adequately protect the quality and dignity of labor.

Keywords

Workforce augmentation; human-machine complementarity; collective intelligence; innovative HRM practices; decent work.

Key References

Hemmer, P., Schemmer, M., Köhl, N., Vössing, M., & Satzger, G. (2025). Complementarity in human-AI collaboration: Concept, sources, and evidence. *European Journal of Information Systems*, 1-24.

Siaw, C. A., & Ali, W. (2025). Substitution and complementarity between human and artificial intelligence: a dynamic capabilities view. *Journal of Managerial Psychology*, 40(5), 539-554.

Saluja, A., & Mongia, A. (2025). Human-Machine Collaboration: Augmenting Human Abilities With Robotic Assistance in the Workplace. In *Technological Enhancements for Improving Employee Performance, Safety, and Well-Being* (pp. 145-170). IGI Global

Track 4 – Artificial Intelligence (AI) in the Circular Economy

Corresponding Manager: Helen S. Du (s.du@psbedu.paris)

Track Manager(s): Helen S. Du, Juan Xu

Description

The Circular Economy (CE) seeks to extend product life cycles and minimize resource use and waste, generating environmental benefits through reduced emissions, greater renewable energy use, and efficient resource management. Artificial Intelligence (AI) can accelerate this transition towards a circular economy by enabling data-driven decision-making, automation, and optimization across supply chains, production, and governance. AI can reduce waste and emissions, encourage green business models, promote new clean energy, and improve resilience against climate changes. However, AI integration can also raise challenges related to data transparency, privacy, trust, and ethical and economic implications. Therefore, it is important to explore both the benefits and costs of AI in the circular economy.

This track invites research that examines how AI can enhance the efficiency, sustainability, and equity of circular systems, as well as the barriers and governance mechanisms required for responsible adoption. We encourage and welcome the research investigating how AI can be strategically leveraged to support the circular economy and the sustainability of geographical areas such as cities, regions and nations, which barriers need to be considered, and what ethical issues existing in AI adoption in the circular economy. We welcome theoretical, empirical, and policy-oriented contributions on these topics.

Keywords

The Circular Economy (CE), Artificial Intelligence (AI); environmental impacts; sustainability, ethics of AI

Key References

Stoyanov, S., & Stoyanova, V. (2025). Mitigating liabilities of foreignness in migrant entrepreneurship: The role of AI in building virtual embeddedness. *Technological Forecasting and Social Change*, 220, 124323.

Track 5 – Digital Transformation and Resilience in Entrepreneurial Ecosystems: Balancing Mental, Organizational, and Societal dimensions

Corresponding Manager: Nada Rejeb (n.rejeb@psbedu.paris)

Track Manager(s): Nada Rejeb, Ivan Miroshnychenko

Description

Digital transformation is reshaping entrepreneurial and organizational landscapes, offering new opportunities for innovation and societal progress (Nambisan, Wright, & Feldman, 2019; Paul & Chowdhury, 2023). However, its rapid acceleration also raises crucial questions regarding human resilience, organizational adaptability, and ethical responsibility (Browder & Mahajan, 2024; Hariyani, Boughzala, & Alhawari, 2025). This track aims to critically examine how digital technologies affect the sustainability, wellbeing, and transformation capability of entrepreneurs, employees, and organizations. It invites contributions exploring the intersection of digital innovation with psychological, strategic, and cultural resilience that generate both practical and policy-relevant insights. We also welcome research on family and small firms, where digital transformation processes may interact with distinctive governance models, emotional dynamics, and socio-cultural legacies (Liu & Jin, 2023; Del Vecchio, Di Minin, & Petruzzelli, 2024).

This track emphasizes a cautious and reflective approach to managing technological change. Both conceptual and empirical studies using diverse methods, including intervention research, comparative analyses, and longitudinal studies. The track seeks to build interdisciplinary bridges between digital transformation, entrepreneurship, and wellbeing research, contributing insights for policy, management practice, and ethical digital strategy.

Keywords

Digital transformation, entrepreneurship, resilience, sustainable innovation, ethical technology adoption

Key References

- Nambisan, S., Wright, M., & Feldman, M. (2019). The digital transformation of innovation and entrepreneurship: Progress, challenges and key themes. *Research Policy*, 48(8), 103773.
- Paul, J., & Chowdhury, P. (2023). Digital entrepreneurship research: A systematic review. *Journal of Business Research*, 163, 113886.
- Hariyani, D., Boughzala, I., & Alhawari, S. (2025). The role of leadership in sustainable digital transformation: A global perspective. *Journal of Business Research*, 178, 114054.
- Browder, R. E., & Mahajan, S. (2024). How digital transformation promotes organizational resilience. *Strategic Entrepreneurship Journal*, 18(2), 372-392.
- Liu, Z., & Jin, L. (2023). How do family firms respond strategically to the digital

transformation trend? Journal of Business Research, 153, 313-326.

-Del Vecchio, P., Di Minin, A., & Petruzzelli, A. M. (2024). Digital transformation and resilience in family business: A cross-generational perspective. European Journal of Innovation Management, 28(7), 2815-2834.

Research Partnerships and Promotion Channels

-AOM website

-Personal networks (researchgate, LinkedIn)

-Mailing lists from previous conferences organized by members of the team (e.g. Health in Entrepreneurship forum 2022-2025; a Family Business workshop in 2023 and 2025)

Track 6 – Critical Success Factors of AI Adoption and Knowledge Transformation

Corresponding Manager: Vincenzo Varriale (vvarriale@unisa.it)

Track Manager(s): Vincenzo Varriale, Antonello Cammarano, Francesco Fasano, Francesca Michelino, Francesco Cappa

Description

Artificial Intelligence (AI) is reshaping how organizations create value, manage knowledge, and govern socio-technical systems. Yet its adoption remains uneven, often hindered by the difficulty of aligning technological potential with human, ethical, and institutional realities. Within the emerging paradigm of Industry 5.0, AI moves beyond automation toward human-centric innovation, emphasizing augmentation, ethical alignment, and cognitive collaboration between humans and smart systems. The critical success factors of AI adoption thus lie in the ability to balance human cognition, organizational culture, and digital infrastructures within coherent governance frameworks that ensure transparency, trust, and accountability. At the same time, the convergence of AI, Big Data and Web 3.0 provides the enabling architecture for intelligent, decentralized, and trustworthy ecosystems. However, their transformative potential depends on data quality, interoperability, and ethical stewardship. Effective AI governance must therefore integrate technological, human, and institutional dimensions to guarantee responsible innovation and value co-creation.

This track invites theoretical and empirical contributions exploring:

Socio-technical and human factors enabling successful AI integration;

Governance models balancing AI innovation and ethics;

The role of AI, Big Data and Web 3.0 in fostering transparency and collaborative intelligence;

Knowledge management theories for AI

Keywords

Artificial Intelligence; Big Data; Web 3.0; Knowledge management; Human-Machine interaction

Key References

Acciarini, C., Cappa, F., Di Costanzo, G., Prisco, M., Sardo, F., Stazzone, A. and Stoto, C. (2023), “Blockchain technology to protect label information: The effects on purchase intentions in the food industry”, *Computers & Industrial Engineering*, Vol. 180, p. 109276, doi: <https://doi.org/10.1016/j.cie.2023.109276>.

Bartoli, C., Fasano, F., Cappa, F. and Boccardelli, P. (2025), “Opportunities and Challenges in the Metaverse and NFTs for Business Model Innovation: A Managerial Point of View”, *IEEE Transactions on Engineering Management*, Vol. 72, pp. 1685–1698, doi: 10.1109/TEM.2025.3560910.

Carayannis, E.G., Canestrino, R. and Magliocca, P. (2024), “From the Dark Side of Industry 4.0 to Society 5.0: Looking ‘Beyond the Box’ to Developing Human-Centric Innovation

Ecosystems”, IEEE Transactions on Engineering Management, Institute of Electrical and Electronics Engineers Inc., Vol. 71, pp. 6695–6711, doi: 10.1109/TEM.2023.3239552.

Fasano, F., Bartoli, C., Cappa, F. and Boccardelli, P. (2025), “Exploring the impact of AI on Web3 decentralized platform business model innovation”, Journal of Engineering and Technology Management, Vol. 78, p. 101911, doi: <https://doi.org/10.1016/j.jengtecman.2025.101911>.

Ghosh, A., Lavanya, Hassija, V., Chamola, V. and Saddik, A. El. (2024), “A Survey on Decentralized Metaverse Using Blockchain and Web 3.0 Technologies, Applications, and More”, IEEE Access, Vol. 12, pp. 146915–146948, doi: 10.1109/ACCESS.2024.3469193.

Jin, S.V. and Ryu, E. (2025), “Unraveling the dynamics of digital equality and trust in AI-empowered metaverses and AI-VR-convergence”, Technological Forecasting and Social Change, Elsevier Inc., Vol. 210, doi: 10.1016/j.techfore.2024.123877.

Leng, J., Zhu, X., Huang, Z., Li, X., Zheng, P., Zhou, X., Mourtzis, D., et al. (2024), “Unlocking the power of industrial artificial intelligence towards Industry 5.0: Insights, pathways, and challenges”, Journal of Manufacturing Systems, Elsevier B.V., 1 April, doi: 10.1016/j.jmsy.2024.02.010.

Mancuso, I., Petruzzelli, A.M., Panniello, U. and Vaia, G. (2025), “The bright and dark sides of AI innovation for sustainable development: Understanding the paradoxical tension between value creation and value destruction”, Technovation, Vol. 143, p. 103232, doi: <https://doi.org/10.1016/j.technovation.2025.103232>.

Rožanec, J.M., Novalija, I., Zajec, P., Kenda, K., Tavakoli Ghinani, H., Suh, S., Veliou, E., et al. (2023), “Human-centric artificial intelligence architecture for industry 5.0 applications”, International Journal of Production Research, Taylor and Francis Ltd., Vol. 61 No. 20, pp. 6847–6872, doi: 10.1080/00207543.2022.2138611.

Tiron-Tudor, A., Labaditis (Cordos), A. and Deliu, D. (2025), “Future-Ready Digital Skills in the AI Era: Bridging Market Demands and Student Expectations in the Accounting Profession”, Technological Forecasting and Social Change, Elsevier Inc., Vol. 215, doi: 10.1016/j.techfore.2025.124105.

Track 7 – Digital Transformation in Financial Intermediation: FinTech, AI, and Responsible Innovation

Corresponding Manager: Daniele Previtali (daniele.previtali@uniparthenope.it)

Track Manager(s): Daniele Previtali, Meryem Duygun, Belinda Laura Del Gaudio, Francesco Cappa

Description

The transformation of the financial industry reveals the dual nature of digital technologies: they enhance efficiency, innovation, and inclusion but also create new risks. FinTech, AI, and digital platforms are reshaping intermediation, disrupting traditional regulated models. FinTech introduces a low-cost paradigm (Thakor, 2020) and drives data-based ecosystems (Boot et al., 2021). Innovation spans lending, investment, payments, and insurance through mobile payments peer-to-peer lending, robo-advisory, insurtech, and DeFi (Fasano et al., 2022), lowering costs and broadening access but forcing incumbents to rethink strategies and value creation. Banks react with investments and partnerships (Hornuf et al., 2021; Bellardini et al., 2022; Collevicchio et al., 2024), shaped by governance and market conditions. Yet digital transformation depends on culture as much as technology: openness and experimentation foster adaptability (Thakor, 2023). AI accelerates this evolution, improving analytics and personalization but adding opacity, bias, and concentration risks. Digitalization also has social costs, such as branch closures and exclusion of less connected or rural communities (Jackowicz et al., 2021; Langford et al., 2024). This track analyzes how digitalization, FinTech, and AI transform financial intermediation and how innovation and regulation can be balanced for sustainable and inclusive finance.

Keywords

Fintech, financial intermediation, inclusive finance, sustainable finance

Key References

- Bellardini, L., Del Gaudio, B.L., Previtali, D., & Verdoliva, V. (2022). How do banks invest in fintechs? Evidence from advanced economies. *Journal of International Financial Markets, Institutions & Money*, 77, 101498.
- Boot, A., Hoffmann, P., Laeven, L., & Ratnovski, L. (2021). Fintech: what's old, what's new? *Journal of Financial Stability*, 53, 100836.
- Collevicchio, F., Cappa F., Peruffo, E.; & Oriani, R. (2024). When do M&As with Fintech Firms benefit traditional banks? *British Journal of Management*, 35, 192-209.
- Fasano, F., & Cappa, F. (2022). How do banking fintech services affect SME debt? *Journal of Economics and Business*, 121, 106070.
- Hornuf, L., Klus, M.F., Lohwasser, T.S., & Schwienbacher, A. (2021). How do banks interact

with fintech startups? *Small Business Economics*, 54, 283–307.

Jackowicz, K., Kozłowski, L., Wnuczak, P. (2021). Which local markets do banks desert first? evidence from Poland. *Finance Research Letters*, 38, 101478

Langford, W.S., Thomas, H.W., Feldman, M.P. (2024). Banking for the Other Half: The Factors That Explain Banking Desert Formation. *Economic Development Quarterly*, 38(2), pp. 71–81.

Thakor, A. (2020). FinTech and banking: What do we know? *Journal of Financial Intermediation*, 41, 100833.

Thakor, A.V. (2023). Purpose, culture, and strategy in banking. *Journal of Applied Corporate Finance*, 35, 60-66.

Research Partnerships and Promotion Channels

- Napoli Fintech Lab – Financial Innovation Lab; University of Napoli ‘Parthenope’
- Infinity – Inclusive Financial Technology Hub; University of Nottingham
- ADEIMF – National Association of Professors of Banking & Finance (Italy)
- LinkedIn

Track 8 – Digital transformation in educational settings

Corresponding Manager: Mareike Mueller (m.mueller@macromedia.de)

Track Manager(s): Mareike Mueller, Astrid Frieese, Anna-Luisa Stoeber

Description

Digital transformation in educational settings is accelerating through generative AI and learning analytics. Institutions face a dual challenge: fostering human–AI collaboration that enhances teaching and learning while safeguarding academic integrity, ethics, and human agency. This track invites empirical and conceptual contributions examining the synergy between human and artificial intelligence in higher education; what we call Hybrid Intelligence. We welcome studies exploring how disciplinary context, experience, or institutional culture shape the acceptance, trust, and effectiveness of AI in teaching and assessment. The track builds on evidence that students and educators increasingly favor hybrid, human-in-the-loop models over AI-only instruction. Integrating frameworks such as Task–Technology Fit (TTF), Hybrid Intelligence, and Technology Acceptance Models (UTAUT, TAM), the track bridges technical, pedagogical, and ethical perspectives. Key topics include human–AI collaboration in education, AI literacy, governance and transparency, trust and fairness, cross-cultural adoption studies, and the “dark side” of AI; academic integrity, cognitive offloading, and data ethics.

Keywords

AI in Educational Institutions; Hybrid Intelligence; Task-Technology Fit; Digital Pedagogy; Ethical AI

Key References

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Track 9 – Digitalisation and value creation dynamics of social innovation and social entrepreneurship ecosystems

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Track Manager(s): Jasna Pocek, Milena Vainieri , Eva Löfstål, Mojtaba Hosseini, Alessandro Vinci

Description

Digitalisation and artificial intelligence are reshaping the dynamics of social innovation and social entrepreneurship ecosystems. They may pose implications for the interactions of actors in the ecosystem, determine the boundaries of the organizations participating in these interactions, as well as the value, the type of resource to be delivered to the innovators, in different stages of innovation development. In this regard, digital technologies and AI, can enable opportunities, by for example fostering new forms of collaboration among ecosystem actors and fostering inclusive growth and social well-being. Yet, these same technologies may also constrain innovation by reinforcing institutional gaps, inclusivity with for example digital divides, and governance asymmetries. This track explores the dual function that digital technologies and AI can have for social innovation and social entrepreneurship ecosystem dynamics, and the modalities through which innovators, support organizations, communities and other ecosystem members engage in the creation processes. Particularly relevant are contexts where social needs are most urgent to address, such as in the health, socio-health, and cultural sectors, where digital transformation can both drive and hinder sustainable, people-centred innovation within an ecosystem framework.

Keywords

Digital transformation; Artificial intelligence; Social innovation ecosystems; Social entrepreneurship ecosystem; Inclusive and sustainable innovation

Key References

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Track 10 – Agentic AI and Responsible Digital Transformation: Governance, Decision-Making, and Risk in the Algorithmic Society

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Track Manager(s): Davide Liberato Lo Conte

Description

Digital transformation has reached a new stage where Artificial Intelligence systems act as autonomous, agentic entities shaping decisions, strategies, and public policies. This track explores how Agentic AI—AI systems capable of goal-directed, adaptive, and context-aware behavior—transforms governance, risk management, and organizational decision-making in both private and public sectors.

We invite contributions that examine the ethical, managerial, and regulatory implications of AI-driven transformation, focusing on how algorithmic decision-making influences accountability, transparency, and human oversight. The track welcomes both conceptual and empirical papers addressing challenges such as algorithmic governance, digital trust, and AI literacy, as well as opportunities for innovation, resilience, and sustainable competitiveness.

By integrating perspectives from management, public administration, data ethics, and information systems, this track aims to foster a multidisciplinary dialogue on how to design and implement responsible, explainable, and human-centered digital transformation frameworks for the algorithmic society.

Keywords

Agentic AI; Digital Transformation; Risk Governance; Explainable AI; Ethical Decision-Making

Key References

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Research Partnerships and Promotion Channels

Sapienza University of Rome – Department of Management

Track 11 – Responsible AI in Marketing: Promise, Peril, and Public Impact

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Track Manager(s): Lucija Mihotic, Ahmad Haidar

Description

AI adoption varies widely across business functions, with marketing and sales leading at 42% GenAI utilization (McKinsey, 2023), offering unprecedented capabilities for hyper-personalized engagement.

Recent research reveals AI's dual nature in marketing. On the bright side, Gaczek et al. (2025) find that AI collaboration enhances ethical awareness—managers using AI alone (vs. human-AI teams) feel more responsible and make fewer unethical decisions. Conversely, Barari et al. (2024) demonstrate AI's dark side: privacy concerns, perceived risks, customer alienation, and uniqueness neglect significantly harm customers' cognitive (trust, perceived benefit), affective (attitude, satisfaction), and behavioural responses (loyalty, purchase intention, well-being). This paradox reveals AI's ability to simultaneously enable moral accountability while eroding relational trust, demanding deeper inquiry into governing mechanisms.

This track bridges AI's marketing value with responsibility, aligning with DTS's mission. It invites interdisciplinary perspectives on how AI redefines marketing strategy, consumer experience, and brand authenticity.

We welcome, but are not limited to, contributions on:

Psychological and societal effects of AI in influencer and persuasive marketing

Generative AI, brand authenticity, and disinformation

Ethical governance, fairness, and inclusivity in AI-driven campaigns

Responsible intelligent influencer marketing

Keywords

1. Artificial Intelligence in Marketing , 2. Consumer Trust and Authenticity, 3. Algorithmic Personalization, 4. Ethical AI and Digital Well-Being, 5. Cross-Cultural Consumer Engagement

Key References

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Track 12 – AI Startups: Survival and Competition

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Track Manager(s): Maria Cristina Pietronudo, Mario Sorrentino

Description

AI startups have emerged as one of the most-funded segments of the entrepreneurial landscape (Crunchbase, 2025), raising enormous interest from investors and markets. However, this promising scenario opens up a new set of competitive challenges. AI startups operate in asymmetric markets where large technology incumbents possess significant advantages in data availability, infrastructure, regulatory expertise, and access to scarce talent (Fossen, McLemore, & Sorgner, 2024). At the same time, competition is intensifying within the AI startup landscape itself, as ventures race to differentiate their products, scale data assets, and capture early-mover advantages in emerging technological niches (Ruokonen & Ritala, 2024; Bessen et al., 2022). This tension between structural disadvantage and entrepreneurial adaptability raises compelling theoretical and empirical questions about how startups can build, sustain, and defend competitive advantage, and, ultimately, survive in increasingly crowded and asymmetric markets. E.g.: How do AI startups sustain growth and resilience over time? What strategic positions can they occupy in environments dominated by big tech firms? How do they adapt their decision-making, routines, and learning processes under an intensive competitive pressure? This track investigates the strategic and entrepreneurial dimensions of AI-driven markets, examining how AI reshapes competitive dynamics and influences startup survival and resilience.

Keywords

AI startups; competition; startup growth

Key References

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Track 13 – Academic Entrepreneurship in the Age of AI: Between Promise and Responsibility

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Track Manager(s): Carmine Passavanti, Pierluigi Rippa, Simonetta Primario, Claudia Spilotro, Giustina Secundo

Description

AI is shifting the barometer of entrepreneurship, accelerating analysis and decision-making in many sectors, but also introducing new technological dependencies and potential biases. In universities, this transition spans the entire entrepreneurial cycle: it changes the way entrepreneurship is taught and learned, modifies the paths through which knowledge becomes enterprise, affects technology transfer and intellectual property management, and redefines the way universities orchestrate ecosystems. The transformation affects the cognitive level (new forms of ideation and decision-making), the organizational level (roles, routines, and skills in teams and TTOs), and the institutional level (rules on data, IP, and accountability).

This track invites theoretical, empirical, and methodological contributions exploring how AI creates value in academic entrepreneurship, and on aligning its promise with integrity and transparency, with particular attention to:

- AI in entrepreneurship education: how does AI affect opportunity recognition, learning outcomes, and ethical judgment in entrepreneurship education?
- AI for academic venture creation: how does AI influence processes and outcomes in academic venture creation?
- AI university ecosystem orchestration: how does AI reshape coordination, inclusion, and governance in university-led entrepreneurial ecosystems?

Keywords

Academic Entrepreneurship; Artificial Intelligence (AI); Technology Transfer; Academic Spin-offs; Entrepreneurial Ecosystem

Key References

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Research Partnerships and Promotion Channels

ECSB (European Council for Small Business and Entrepreneurship)

ELIASM (European Institute for Advanced Studies in Management)

AiIG (Associazione Italiana Ingegneria Gestionale)

Track 14 – From Empowerment to Exclusion: The Dark Side of AI in Organizational Practice

Corresponding Manager: Stefan Kemp (s.kemp@macromedia.de)

Track Manager(s): Stefan Kemp

Description

Introduction & Objective

Artificial intelligence (AI) is often seen as a driver of inclusion and productivity, yet its use in organizations can also reinforce exclusion. This research examines AI's dual nature, specifically how tools designed to empower may unintentionally reproduce discrimination and cognitive marginalization (Eitel-Porter, 2020). It explores how automation can both support and exclude neurodiverse individuals through algorithmic bias, inaccessible design, and overreliance on automation (Williams et al., 2023). This suggests that AI-based tools, if not inclusively designed, risk amplifying the barriers they aim to reduce by privileging standard cognitive profiles and overlooking diverse ways of processing and interacting.

Methods & Approach

The study applies an exploratory qualitative design with semi-structured interviews involving experts in AI, diversity, equity, inclusion, and social entrepreneurship. Data were analyzed thematically (deductive and inductive) to identify recurring patterns of empowerment, accessibility, and exclusion. The approach is informed by sociotechnical systems theory, which highlights the interdependence of social and technological structures in shaping organizational outcomes (Trist & Bamforth, 1951; Bostrom & Yudkowsky, 2014).

Findings & Discussion

Results reveal an “automation trap,” a paradox in which claims of efficiency conceal growing inequalities, particularly for neurodiverse employees. While AI can enhance autonomy and a

Keywords

Artificial Intelligence (AI), Neurodiversity, Sociotechnical Systems, Inclusive Design

Key References

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The interview participants came from a variety of professional backgrounds, including entrepreneurship in digital health and e-commerce, diversity and inclusion management at an international law firm, expertise in dyslexia and accessibility in education, and leadership in AI-driven startups focused on workplace innovation and renewable energy.

Track 15 – Strategic Leadership for Business Model Innovation in the Digital Age

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Track Manager(s): Khadija El Karafli

Description

Rapid technological shifts are redefining how organizations adapt, compete, and create value. This track invites reflections on how leaders guide their organizations through profound change, balancing technological possibilities with human, cultural, and strategic considerations. It seeks contributions that explore how vision, adaptability, and collaboration enable organizations to evolve their structures, strategies, and ways of working in response to digital disruption. Rather than focusing solely on technology, this track emphasizes the interpretive and relational dimensions of change: how leaders make sense of turbulence, mobilize people toward shared futures, and foster learning and resilience. It welcomes studies that integrate perspectives from management, innovation, and organizational studies to understand how purposeful direction and collective sensemaking can generate sustainable renewal in the face of uncertainty.

Ultimately, this track aims to stimulate dialogue around leadership and transformation in contexts where disruption is the norm, encouraging interdisciplinary insights on how organizations can thrive amid continuous change.

Keywords

Strategic Leadership; Technology; Digital Era; Business Model Innovation;

Key References

N.A.

Track 16 – Intelligent Knowledge for Sustainable Organizations

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Track Manager(s): Maurizio La Rocca, Valeria Schifilliti, Elvira Tiziana La Rocca, Francesco Fasano, David Cegarra Leiva

Description

Knowledge Management (KM) is a key driver of success in the digital era (Grant, 1996; Newell et al., 2009), fostering innovation and sustainable competitiveness through learning mechanisms and knowledge flows (Nonaka & Toyama, 2003; Atanasova, 2024). Integrated with Artificial Intelligence (AI), KM gains transformative potential: AI tools such as machine learning and intelligent repositories enhance knowledge capture, structuring, and use (Russell & Norvig, 2020; Gama & Magistretti, 2023). The KM–AI combination boosts green innovation, sustainable value creation, and competitiveness (Chuang & Huang, 2018; Yuan et al., 2025). AI also reshapes knowledge governance and learning through predictive analytics and automated workflows (Kaplan & Haenlein, 2019; Davenport, 2018), but raises ethical and governance issues, including responsible data use (Villegas-Roca et al., 2025). Moreover, gender and board diversity influence knowledge flows, decision quality, and innovation (Schifilliti & La Rocca, 2024). Their interaction with AI-driven KM remains underexplored but crucial for inclusive and responsible progress. This track aligns with UN SDGs 5, 9, and 10, promoting gender equality and innovation.

Main topics:

- KM as a driver of innovation, sustainability & competitiveness
- AI's impact on inclusion & equality
- KM–AI integration for sustainable value creation
- Ethics, governance & responsible AI
- Diversity & innovation in knowledge strategies
- KM and AI in green innovation & startups

Keywords

Artificial Intelligence (AI), Knowledge Management (KM), Innovation Management, Knowledge Diversity, Sustainability, ESG

Key References

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Research Partnerships and Promotion Channels

Research partnership: University of Messina (Italy), University of Calabria (Italy), University of Cartagena (Spain), Polo PMI Unical (Italy), AGH University of Krakow

Dissemination of the call through academic networks, international conferences and workshops, social media platforms (LinkedIn, Instagram).

Track 17 – From Code to Care: The Diffusion and Adoption of AI in Healthcare

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Track Manager(s): Sara Jahanmir

Description

Artificial Intelligence (AI) is transforming healthcare, offering innovations from predictive analytics to clinical tools and automation (Topol, 2019; Davenport & Kalakota, 2019). However, ethical, technical, and organizational barriers still limit adoption (He et al., 2019; Reddy et al., 2022). This track explores AI's journey from development to real-world clinical impact by engaging diverse stakeholders. We welcome studies that shed light on adoption of AI in healthcare across six interconnected themes.

Themes include: (1) trustworthy AI development by developers (Kelly et al., 2019); (2) clinicians' adoption and integration of AI (Shortliffe & Sepúlveda, 2018); (3) the critical role of technicians in infrastructure and scalability (Wiens et al., 2019); (4) the role of hospital managers in AI adoption (Ross et al., 2023); (5) patients' trust, expectations, and participatory roles (Longoni et al., 2019); and (6) insurers' influence on diffusion and adoption of AI in healthcare (Cutler & McClellan, 2021). Cross-cutting topics such as ethics (Morley et al.), policy, and equity also affect and shape adoption. Together, these perspectives trace the journey of AI from initial development (Theme 1), through implementation (Themes 2–4), to ultimate impact on patients (Theme 5) and the healthcare ecosystem (Theme 6).

The track aligns with the DTS mission to guide effective digital technology adoption and supports DTS by fostering dialogue, building evidence, developing frameworks,

Keywords

AI in Healthcare, Technology Diffusion, Digital Transformation, Ethics of AI, Human-Centered Design

Key References

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Track 18 – Organizing for Sustainable Digital Transformation

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Track Manager(s): Vinicius Muraro, Wen Pan Fagerlin, Olga Welinder, Max Angenuis, Lars Bengtsson

Description

The interconnections between sustainability and digitalization are increasingly recognized as crucial for managing transformative change and developing business models that integrate environmental, social, and economic objectives¹. Digital transformation (DT) advances sustainability transition by lowering organizations' environmental footprint and fostering interaction within digital ecosystems; it involves the strategic orchestration of resources and capabilities to enhance organizational performance and redefine value proposition for its stakeholders².

This track examines how organizations develop, mobilize, and integrate competences and capacities to align digital transformation with sustainability goals. We invite contributions that examine how organizational learning and capability-building processes shape sustainable digital transformation³.

We welcome research investigating the effects of digitalization on organizational structures, culture, and value creation, including critical and reflexive perspectives on the unintended consequences of digital transformation, ranging from digital divides, social inequalities, algorithmic bias, and environmental externalities⁴. Contributions connecting digital transformation to themes of organizational change, capability dynamics, sustainability transitions, and responsible digitalization are particularly encouraged.

Keywords

Sustainable Digital Transformation; Responsible Digitalization; Organizational Change

Key References

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Research Partnerships and Promotion Channels

Our partners and promotion channels include:

- Spårbanken Skåne Center for Sustainable Enterprising (SSCEN): hosted at Lund University, the center operates at the intersection of academia and industry, focusing on interdisciplinary research to transition society toward sustainability.
- Nordic Sustainability Alliance: a network of sustainability scholars from institutions in Sweden, Finland, and Norway for connect sustainability researchers from Nordics, including the University of Eastern Finland's Research Center for Sustainable Circular Economy (CECE), BI Norwegian Business School, Blekinge Institute of Technology, University of Inland Norway's Center for Research on Digitalization and Sustainability (CREDS).
- Center for Innovation Research (CIRCLE): hosted at Lund University, the Center is an interdisciplinary research environment that works to deliver scientific and societal impact.

Track 19 – Reframing Corporate Governance in the Age of Digital Transformation

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Track Manager(s): Nicola Cucari, Salvatore Esposito De Falco, Kurt Desender, Giacinto Coniglio

Description

Digital transformation is profoundly redefining corporate governance mechanisms, reshaping the role of boards, decision-making processes, and the modes of control and transparency within organizations. The emergence of technologies such as artificial intelligence, big data, blockchain, and predictive analytics is creating new opportunities while simultaneously introducing challenges related to ethics, accountability, and risk management.

This track welcomes both theoretical and empirical contributions that examine how digital innovation is influencing governance practices, audit quality, risk oversight, and corporate sustainability in the context of ESG principles. Topics of interest include the impact of AI on board decision-making, the use of data and automation to enhance transparency and compliance, cybersecurity governance, and the evolution of digital competencies within boards of directors.

The objective is to foster an interdisciplinary dialogue among scholars, practitioners, and policymakers to understand how technological transformation can strengthen good governance mechanisms and reinforce stakeholder trust in the corporation of the future.

Keywords

Digital transformation and corporate governance; AI and corporate governance; Cybersecurity Governance; Board Decision Making and digital transformation; Board of Directors and Risk Oversight

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Research Partnerships and Promotion Channels

ICGS, AOM, EURAM, SIMA,

Track 20 – Twin Transformation: Digitalisation meets Sustainability

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Track Manager(s): Ekaterina Glebova

Description

Twin Transformation aligns digital and sustainability ambitions by fusing digital twins and data-driven architectures to deliver efficiency, resilience, and verifiable emissions reductions within a single operating model. By coupling real-time telemetry with simulation, organizations can test what-if decisions, optimize energy and materials, and prevent waste before acting, turning digitalization into proactive environmental performance management. On the ground, predictive maintenance and asset-performance twins extend equipment life, reduce downtime, and curb energy use and avoidable site visits, translating directly into lower cost and lower carbon.

End-to-end supply chain twins add visibility and dynamic re-planning so teams can balance cost, service, and footprint even under disruption, quantifying the trade-offs in real time. In product development and venue operations—including smart buildings and major events—twins enable remote monitoring, safety, and carbon-aware scheduling across city services and infrastructure.

The governance layer binds it together by linking operational KPIs to environmental KPIs on a single dashboard, enabling outcome-based models, circularity, and credible disclosures aligned with evolving policy expectations.

This track invites field-tested narratives, reference architectures, and leadership lessons that convert aspiration into deployment—so participants leave ready to scale digital and sustainable value together.

Keywords

twin transformation; digitalization; sustainability; development; twin transition

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Research Partnerships and Promotion Channels

HCT

Track 21 – Organizational Thinking and Behavior in the Age of AI: Is Disorganization Management the New Normal?

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Track Manager(s): Davide Secchi, Dinuka Herath, Fabian Homberg, Andrea Guido, Rahman Khan

Description

With the rise of AI and LLM, organizations are facing subsequent and unprecedented waves of innovation that have, among others, repercussions on the workforce. On the positive side, a recent report by McKinsey suggests increased productivity opportunities of around \$4.4 trillion. On the other hand, these innovations threaten job security, promise reskilling, redefine competence, and are usually sold as efficiency solutions. However, the implementation landscape is uncertain, and employees face dehumanization risks [1] and the effects of progressive social isolation [2]. At the same time, uncertainty leaves room for improvisation, bricolage, and organizational ad hoc configurations. Hence, more than efficiency, AI may support loosely coupled relations, ad hoc team structures, procedures reconfiguration, and other unorthodox or hybrid organizational settings. Put differently, this wave of change may unlock pockets of disorganization [3] that should be considered as inevitable and actively managed rather than opposed. This implies that skillsets and competences need also be adjusted to avoid so-called Eliza effects [4]—i.e. anthropomorphizing a technological artifact—and the automation bias—e.g., taking machine hallucinations (a form of “botshit”) as inherent truths [5]. This track encourages and welcomes contributions that explore the implications of organizational change related to the use, implementation (planned or actual) and role of new disruptive technology.

Keywords

Artificial Intelligence; disorganization management; organizational behavior; cognitive distress; organizational change

Key References

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Research Partnerships and Promotion Channels

We have ties with several professional international academic networks (e.g., EURAM, AOM, INFORMS, ESSA) and will spread the news of the track amongst those communities. We are also in touch with and are ourselves members of journal editorial boards (e.g., *Kybernetes*, *Evidence-Based HRM*) and may reach out to those communities as well. Finally, we have several colleagues in our personal research collaboration networks (200+) and will spread the news.

Track 22 – Behind the Hype: Rethinking Digital Transformation and AI in the Postmodern Era

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Track Manager(s): Antonio Crupi, Alessandra Costa, Fabrizio Cesaroni, Andrea Amanti, Sami Miniaoui

Description

While digital transformation and AI are often associated with efficiency, innovation and connectivity, they also bring a wide range of unexpected, uncontrollable, yet natural challenges and consequences. From algorithmic biases to job displacement, environmental impacts, and social inequalities, digital transformation and AI adoption carry substantial risks that are too often overlooked. This track invites conceptual and empirical contributions that explore this dark side of digital transformation and AI adoption across firms, industries, and societies. Key themes include:

1. AI and business model transformation: exploring tensions between value creation, value capture and sustainable value propositions.
2. Governance Challenges in Digital Transformation: how digitally driven innovations reshape decision-making and innovation processes.
3. Responsible AI and Digital Transformation: integrating ethical, environmental, and governance principles into AI adoption.
4. Digital Transformation, AI and Grand Challenges: The double-edged impact of Digital Transformation and AI in confronting – and sometimes intensifying – global Grand Challenges.
5. Reconfiguring Innovation Strategies in the Digital Era: navigating open innovation ecosystems, collaborations, value distribution and sustainability outcomes for survival and success.
6. Industry Case Studies: real-world insights on how firms and industries see AI and digital transformation to innovate and adapt.

Keywords

AI-driven business models innovation; Responsible digital transformation; Open Innovation Ecosystems; Ethical and Social Implication; Grand Challenges.

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Track 23 – Agentic and Generative AI: Pathways to Sustainable Operational Efficiency

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Track Manager(s): Slimane Ed-Dafali, Samuel Fosso Wamba

Description

In recent years, artificial intelligence (AI) has become a primary concern for institutions, companies, and policymakers. It has attracted significant attention due to its various applications in the business world. AI is now transforming how companies execute their operations, and its role is crucial to achieving operational efficiency. At the same time, in the current era of sustainability, AI platforms provide companies with tools and systems to manage environmental challenges, helping them gain a competitive advantage. Among its many forms, two rapidly emerging types, agentic AI and generative AI, are considered essential systems within companies due to their significant potential to influence how businesses function and the pursuit of their sustainable development goals.

Moreover, the existing literature reveals no prior research specifically addressing the effects of generative and agentic AI on operational efficiency in the context of sustainability. We invite academics and researchers to contribute studies and practical insights that (though not exclusively) address the following topics and questions:

- The impact of agentic and generative AI on operational efficiency;
- Agentic and generative AI adoption and operational sustainability performance;
- Data governance and Human-AI collaboration on sustainable operations;
- Agentic and generative AI and sustainability reporting frameworks;
- The impact of agentic and generative AI on sustainable business model innovation.

Keywords

Artificial intelligence; Agentic artificial intelligence; Generative artificial intelligence; Operational efficiency; Sustainability

Key References

N.A.

Track 24 – Digital Transformation and Sustainability Governance in Global Supply Chains

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Track Manager(s): Francesco Mercuri, Massimo Battaglia, Francesca Castaldo

Description

The accelerating digital transformation of global supply chains is reshaping how sustainability is managed, measured, and communicated across industries. Emerging technologies such as artificial intelligence, blockchain, IoT, and big data analytics are enabling new models of traceability, transparency, and performance measurement, thus redefining how companies comply with evolving EU regulatory frameworks (CSRD, CSDDD) and respond to stakeholder pressures. This track welcomes theoretical and empirical contributions exploring how digital technologies enhance sustainability governance, accountability, and risk management along supply chains. Relevant topics include the integration of ESG metrics into digital management systems, the use of data-driven dashboards for sustainability KPIs, digital auditing and certification processes, and the role of technology in enabling circular and responsible sourcing. The objective is to develop an interdisciplinary dialogue on how digital transformation can foster more transparent, resilient, and sustainable value chains, aligning business models with the Sustainable Development Goals and creating shared value for all stakeholders. The track also aims to identify managerial tools and frameworks that support companies in measuring and improving their sustainability performance through digital innovation.

Keywords

Digital transformation; Sustainable supply chains; ESG and technology; CSRD and CSDDD compliance; Sustainability performance measurement

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Track 25 – AI and Immersive Technologies: Bridging Digital and Physical Realms

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Description

Artificial Intelligence (AI), including generative and predictive models, and immersive technologies—specifically Augmented Reality (AR), Virtual Reality (VR), and Virtual Try-On (VTO)—are driving the shift to hyper-personalized, seamless hybrid experiences. This focus is on the strategic transformation required to harness these technologies.

We target theoretical and empirical contributions analyzing how organizations must fundamentally transform business models, operational architectures, and culture. We solicit papers addressing key pillars for competitive advantage, such as:

- Value Co-Creation: User-organization co-design and feedback loops (virtual co-creation)
- Experience Design: Design and impact of Digital Twins and smart environments in retail, healthcare, tourism, education, etc.
- Organizational Change: Examining the required operational transformation and resource alignment
- Societal Impact: Critical analyses on the Ethical, regulatory, and privacy implications of AI and immersive data collection.

We particularly encourage research that studies diverse contexts and user roles—such as patients in healthcare, citizens in public services, students, and tourists—offering actionable insights into redefining the relationship between individuals (users) and transformed organizations. Submissions with advanced methodological rigor are highly valued.

Keywords

Artificial Intelligence; Hybrid Experiences; Digital Twin; Digital Transformation; Engagement.

Key References

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Track 26 – The Dark Sides of AI-Driven Transformation: Risks, Governance, and R&D Resilience

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Description

AI-enabled digital transformation has multiple, interacting dark sides—epistemic (hallucinations, echo chambers, filter bubbles, enclosure of information), organizational (automation bias, deskilling, brittle workflows), strategic/economic (path dependence, vendor lock-in, IP leakage), legal/ethical (privacy breaches, discrimination, accountability gaps), security/safety (adversarial and cyber risks, model drift), and environmental (compute intensity and footprint). In R&D, these forces distort opportunity discovery, concept selection, due diligence, supplier scouting, and validation, turning small errors into costly cascades.

This track foregrounds metrics, governance, and resilience. We invite conceptual, empirical, and design-science contributions that: (i) map specific risks to decision points across the R&D pipeline; (ii) measure impact using information-diversity indexes, verification/hallucination rates, exploration-breadth metrics, and red-team findings; and (iii) test mitigations—data provenance and lineage, plural sourcing, retrieval-augmented generation with verification, AI red-teaming and safety cases, human-in-the-loop escalation and burden-of-proof rules, post-deployment monitoring and incident reporting. We particularly welcome work that operationalizes governance (NIST AI RMF, ISO/IEC 42001, EU AI Act) with SME-appropriate controls, roles, and KPIs.

Keywords

Mistaken AI; Digital transformation governance; Information diversity metrics; R&D decision-making; Responsible AI standards

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Track 27 – Twin transition: theory, evidence, and practice for aligning digital transformation with environmental sustainability

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Description

Industry 4.0 and 5.0 put digital transformation at the core of innovation: big data, IoT, blockchain, VR and automation reconfigure operations and enable low-carbon models via measurable efficiency gains. This convergence defines the twin transition, aligning digital with environmental goals so connected systems deliver verified cuts in energy and material intensity while preserving competitiveness (Ben Youssef, 2025). Portfolios move from measurement to control to redesign, linking digital twins, IoT and AI to circular flows and carbon management. Evidence shows complementarities: bundled Industry 4.0 boosts eco-innovation (Montresor et al., 2023); regional co-specialization correlates with lower industrial emissions (Bianchini et al., 2023); Bayesian analyses identify digital mixes common to environmental practice (Aiello et al., 2025). Impact depends on governance and metrics: define baselines and counterfactuals, instrument key processes, and ensure transparent data lineage and independent verification (Faucheux et al., 2011; Veugelers et al., 2023).

This track aims to explore how digital transformation can lead to more sustainable economies, industries, and societies. Potential topics include, but are not limited to twin transition in: sustainable economic models; ecological transition; corporate strategy; tourism; metrics; skills; Industry 5.0; climate action; circular economy; eco-efficiency; energy transition; entrepreneurship; smart and sustainable cities.

Keywords

twin transition; digital transition; green transition; industry 4.0; sustainability

Key References

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Track 28 – The twin transition: exploring the interplay between digital Innovation and sustainability

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Description

Technological innovation is increasingly expected to play a central role in tackling grand societal challenges such as climate change, food security, social inclusion, and health. The twin transition describes the interdependent processes of digital transformation and green transition, both essential for sustainable development (Vermeulen and Pyka, 2024, Tabares et al., 2025). Digital innovation supports this transition by improving resource efficiency, reducing emissions, and enabling circular business models through technologies such as AI, IoT, and big data (Jiao, 2025; Mancuso et al., 2025, Al Kez et al., 2022). However, digitalization also introduces challenges, including higher energy demand and resource use devices (Goel et al., 2024). Understanding the synergies, trade-offs, and co-evolutionary dynamics between digital and green transitions is critical for effective policy, strategic management, and regional adaptation. This track seeks research exploring how contextual factors shape these dynamics, how firms can align digital strategies with sustainability goals, and how innovation systems evolve. Topics include Mapping the dynamics of the twin transition: directionality, sequencing, and systemic interactions, The role of digital technologies in enabling circular and sustainable business models

Digital transition in lagging regions: pathways to inclusion and sustainability

Financial dynamics of the twin transition: to inclusive and sustainable investment models

Keywords

Twin transition, Digital innovation, Sustainability, Circular economy, Regional development, Financial dynamics

Key References

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Track 29 – Artificial Intelligence (AI) at the Crossroads: Age Discrimination and the Triple Impact: Organizational, Economic, and Political

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Description

This track intends to examine how the pervasive integration of AI risks amplifying Age Discrimination analyzing its ramifications in organizational, economic, and political contexts. AI, often trained on biased historical data, can perpetuate age prejudice. The aim is to stimulate a multi-level debate and propose robust solutions considering different sectors.

Organizational Context: To analyze how, and with what effects, AI generate biases that disadvantage senior and junior employees.

Economic Context: To investigate the macroeconomic fallout of algorithmic discrimination, including assessing the systemic costs associated with excluding experienced talent and the impact on the sustainability of welfare systems and the silver economy.

Political Context: To discuss the necessary legislative and policy responses for the ethical and efficacy governance of AI.

We invite to submit contributions addressing, but are not limited to, the following themes:

Algorithmic Bias: origin and technical mitigation of ageist bias in datasets and machine learning models used for human resource management.

Business Impact: Developing models to manage and quantify cost of losing experiential knowledge and know-how for age discrimination.

Public Policy: Analysis of intergenerational upskilling policies and the role of governments in counteracting technology-induced professional obsolescence.

Transparency and Accountability: Transparent governance and auditing for human rights-compliant AI deployment.

Keywords

Artificial intelligence; Age discrimination; Ageism; Economic, Business and organizational impacts; Policy Responses

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Track 30 – Knowledge and sustainability management in the era of twin transition

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Description

In today's globalized and competitive environment, sustainability has evolved from a voluntary commitment to a strategic imperative for achieving legitimacy and long-term growth (Hansen & Schaltegger, 2016). Organizations are increasingly integrating Environmental, Social, and Governance (ESG) principles into their strategies to address global challenges and create sustainable value for stakeholders (Cerchione et al., 2025). ESG frameworks now guide corporate decisions across ethical, social, and environmental dimensions, fostering responsible governance and transparent stakeholder engagement. Within this paradigm, Knowledge Management (KM) serves as a strategic foundation for embedding sustainability into organizational processes. By capturing, sharing, and applying knowledge, KM enhances innovation, adaptability, and evidence-based decision-making (Mardani et al., 2018). The convergence of KM with digital technologies, including Artificial Intelligence, Big Data, Blockchain, the Internet of Things, Brain-Computer Interfaces (BCI), and Digital Twins, enables real-time knowledge creation and diffusion (Köhler et al., 2022). These tools strengthen ESG performance by optimizing resource management, ensuring data transparency, and improving workforce wellbeing. For instance, BCIs can monitor employees' attention and stress while supporting the evaluation of stakeholder engagement and alignment with sustainability objectives. Conceptual models, empirical studies will be addressed

Keywords

Digital Transformation (DT); Environmental Social Governance (ESG); Knowledge Management (KM); sustainable development

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Track 31 – Human–Machine Collaboration and Business Model Innovation in Data-Driven Ecosystems

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Description

The convergence of artificial intelligence, robotics, and the Internet of Things is giving rise to data-driven ecosystems where humans and machines co-create value. These ecosystems enhance efficiency, enable real-time decision-making, and open new avenues for business model innovation. Yet, this transformation must be handled with care. As organizations become more data-intensive and interconnected, they face complex challenges of interoperability, privacy, algorithmic transparency, and governance. Balancing efficiency with ethics, automation with autonomy, and innovation with inclusion becomes a strategic imperative.

At the heart of this transition lies a fundamental rethinking of how value is created, shared, and sustained. Who owns and governs data? How can accountability, fairness, and professional integrity be ensured in machine-mediated decisions? How can business models evolve to generate both economic and societal value in an era of pervasive intelligence?

This track invites conceptual and empirical contributions that explore how data-driven ecosystems and human–machine collaboration are reshaping strategic, organizational, and societal foundations in the Industry 5.0 era. We welcome research on data-driven business models, platform governance, ecosystem orchestration, responsible AI, and sustainable digital transformation.

Keywords

Data-Driven Ecosystems; Business Model Innovation; Human–Machine Collaboration; Platform Governance; Responsible Digital Transformation

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Track 32 – Rethinking Marketing in the Era of Digital Transformation

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Description

Digital transformation is redefining marketing across theories, methods, and practices. The rapid diffusion of artificial intelligence, data analytics, and immersive technologies is transforming how organisations perceive markets, interact with consumers, and generate value through innovative digital experiences and business models. Marketing today operates at the intersection of technology, creativity, and ethics, where innovation requires striking a balance between efficiency and empathy, personalisation and privacy, and automation and authenticity.

This ongoing transformation reconfigures the foundations of marketing, influencing consumer behaviour, brand communication, customer experience, and channel strategies, while also redefining organisational structures, data governance, and the integration of sustainability into marketing decision-making processes. Grasping how these interdependencies evolve is crucial for advancing both theoretical understanding and managerial practice in the digital context.

This track welcomes conceptual and empirical contributions that explore the multifaceted relationship between digital transformation and marketing. We invite studies that address theoretical perspectives, methodological advances, and managerial implications, expanding our knowledge of marketing in a digital and responsible society.

Keywords

Digital Transformation; Marketing Innovation; Consumer Behaviour; Consumer-Brand relationship; Artificial Intelligence.

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